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# Rochelle Seed Company

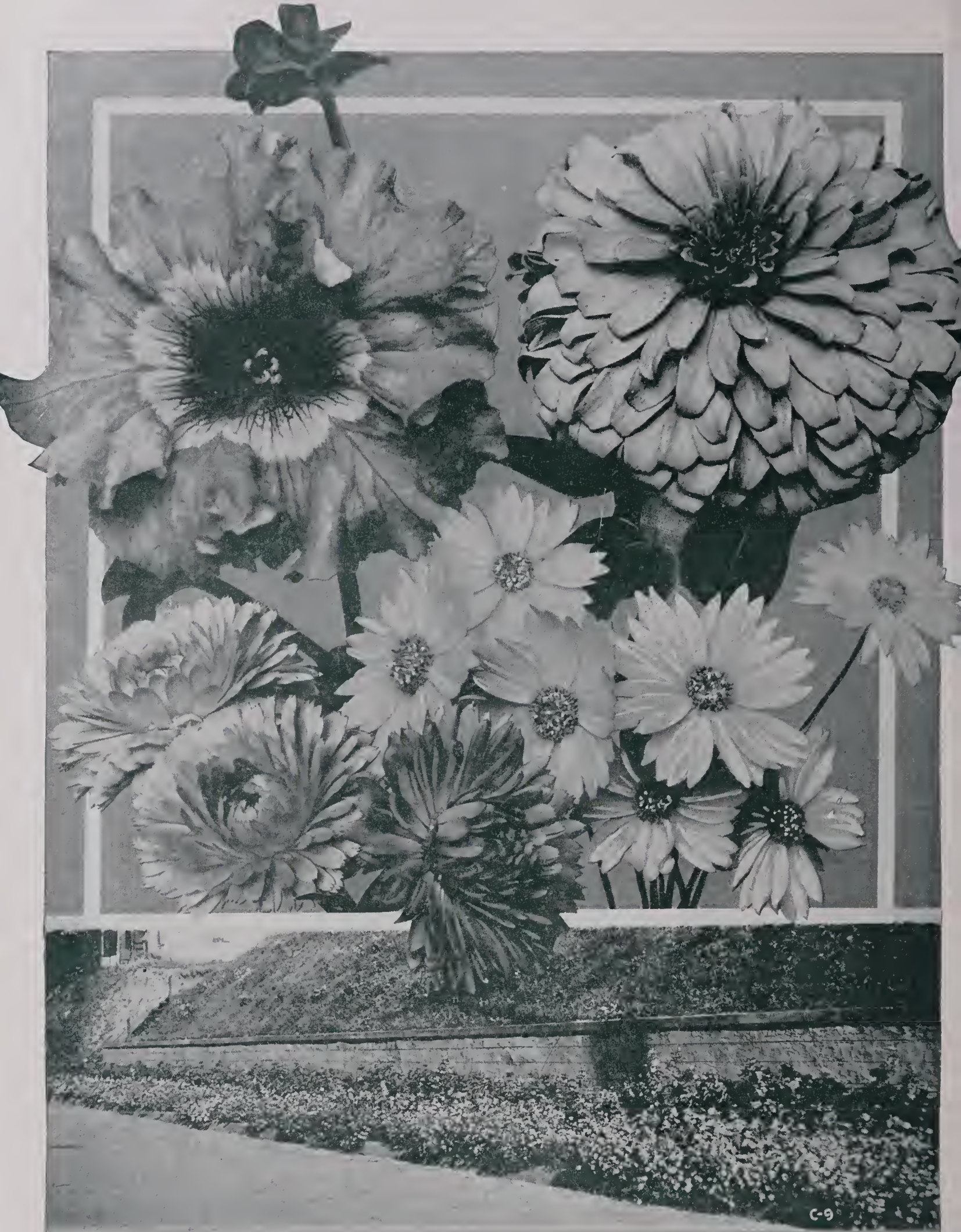
Dewey Ave. and Main St.  
Rochelle, Illinois

~  
ANNUAL CATALOG  
Season 1932

Vegetable Seed Trials







### A Word About Sowing Seeds

Many gardening failures are traceable directly to faulty covering of seeds. A good rule to keep in mind is to cover the seeds to the extent of twice their thickness. On light, sandy soil deeper covering may be practiced than on heavy, clay soils. And last, but not least, without timely and diligent cultivation, a garden will be either a partial or total failure.

ROCHELLE SEED COMPANY.

Wizard Brand Sheep Manure is great stuff for the garden. Try a sack of it.



# Information for Purchasers

**OUR ITEMS ARE STRICTLY CASH WITH ORDER.** We do nothing C. O. D. Every item entering into the seed business is strictly spot cash. Cash buys the best of everything. When cost of seed, postage and other necessary expense is paid, high grade seeds are sold on a very small margin of profit. It is not big profits in a single order, but the large number of orders we receive enables us to make the low prices and give you the most possible for your money.

**HOW TO SEND MONEY.** Remittance may be sent at our risk by any of the following methods, viz: Postal Money Order, Draft on New York or Chicago, or Express Company Money Order.

**WE PAY POSTAGE** on all vegetable or flower seed quoted by the packet, ounce or pound (except where otherwise noted) and guarantee safe delivery at any post office of the United States, provided that orders for peas, beans and corn shall also include a reasonable amount of other flower and vegetable seeds.

**IT MATTERS NOT HOW SMALL YOUR ORDER,** nor what you may want in the seed line, we shall be glad to hear from you even for one packet; it will have our best attention. Our ambition is to serve you in a manner that will make you one of our satisfied customers.

**GUARANTEE.** Complaints made that seeds are not good should quite as often be attributed to other causes as to the quality of the seeds. There are hundreds of contingents constantly arising to prevent the best of seeds giving satisfaction, such as sowing too deep or too shallow, in too wet or dry soil, insects of all kinds destroying the plants as soon as they appear, wet weather, cold weather, frosts, chemical changes in the seeds induced by temperature, etc. For the above reasons it is impractical to guarantee seeds under all circumstances, yet at the same time, we exercise the greatest care in seeing that our seeds are fresh and true to name, knowing that your success is ours, and that a satisfied customer is our best advertisement. Therefore we do not in any way, express or implied, guarantee the description, quality, productiveness or any other matter of any seeds sold by us, and we will not in any way be responsible for the crop. If the purchaser does not accept these goods on the above terms, no sale is made thereof, and he must return them at once and money will be refunded.

**PRICES.** In comparing our mail prices, especially on heavy seeds such as peas, beans and corn, by the packet, ounce or pound, **BEAR IN MIND WE PAY THE POSTAGE.** All we ask is that you give us your order for what light seeds you may need.

**SPECIAL PRICES TO MARKET GARDENERS.** Those who make a business of raising vegetables for the market, and who require large quantities of seeds are entitled to lower prices, owing to the fact that the expense of measuring and putting up the seeds in small packages is done away with. If you desire large amounts of seeds, we should advise you to write for special quotations on the quantities desired before placing your order.

**ORDER EARLY.** It is important to order as soon after you get this catalogue as convenient, then you will have your seeds on hand for planting when you want them. Besides if you order early, you have a chance to test your seeds and satisfy yourself they are of good germination before planting them.

**ERRORS.** The utmost care is taken in our house to fill orders accurately, but if an error occurs, as will sometimes be the case in any business house, please notify us at once, and it will be promptly and cheerfully corrected. Shortage or other loss, however, must be reported at once upon receipt of goods or no claims will be allowed.

**OUR SEED TRADE** is entirely through this catalogue. We send no commission seeds, but devote all our endeavors to supplying our trade with the finest stock obtainable. The substantial increase in our business each year assure us that our efforts are not in vain.

## Rochelle Seed Company

Rochelle, Illinois



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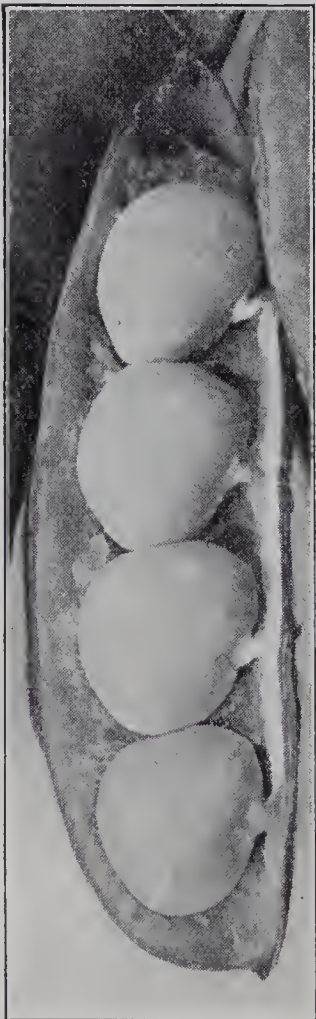
Our office and warehouse is located at Main Street and Dewey Avenue (Just north of C. & N. W. Depot). Come to see us. Phone Number 252. Our facilities to serve you are greatly improved. You'll like our service.

**Free Seeds** On orders amounting to \$2.00 or over, you may select 25c worth of seed free. This applies only to garden and flower seeds.





Palmetto Asparagus



Henderson's Bush Lima

ASPARAGUS	Pkt.	Oz.	1/2 Lb.	1 Lb.	2 Lbs.
Washington .....	.10	.20	.....	.....	.....
Conover's Colossal .....	.05	.10	.....	.....	.....
Palmetto .....	.05	.10	.....	.....	.....
BEANS—Wax or Early Pod'd Bush					
Davis Kidney Wax.....	.10	.....	.25	.45	.80
Golden Wax .....	.10	.....	.25	.45	.80
Wardwell's Kidney Wax.....	.10	.....	.25	.45	.80
Black Wax .....	.10	.....	.25	.45	.80
Webber Wax .....	.10	.....	.25	.45	.80
Currie's Rust Proof.....	.10	.....	.25	.45	.80

(Green Podded Varieties)

		1/2	1	2
Stringless	Pkt.	Lb.	Lb.	Lbs.
Green Pod....	.10	.25	.45	.80
Longfellow ....	.10	.25	.45	.80
Red Valentine .10		.25	.45	.80



Detroit Dark Red Beet



PLANT  
ROCHELLE  
QUALITY  
SEEDS

POLE BEANS

Ky. Wonder....	.10	.25	.45	.80
Speckled				
Cranberry....	.10	.25	.45	.80
Lazy Wife .....	.10	.25	.45	.80

DWARF LIMA BEANS

Henderson's Bush .10	.25	.45	.80
Imp. Bush Lima.. .10	.25	.45	.80

POLE LIMA BEANS

Seibert's Early				
Lima.....	.10	.25	.45	.80
Ideal Pole Lima.. .10	.25	.45	.80	
King of Garden.... .10	.25	.45	.80	

FIELD BEANS

Navy .....	.15	.25	.45
Red Kidney .....	.15	.25	.45

BEETS

	Pkt.	Oz.	1/2 Lb.	1 Lb.
Crosby Egyptian .05		.10	.55	1.00
Crimson Globe..... .05		.10	.55	1.00
Ex. Early Egypt'n .05		.10	.55	1.00
Half Long Red.... .05		.10	.55	1.00
Detroit Dark Red .05		.10	.55	1.00



Stringless Green Pod Beans





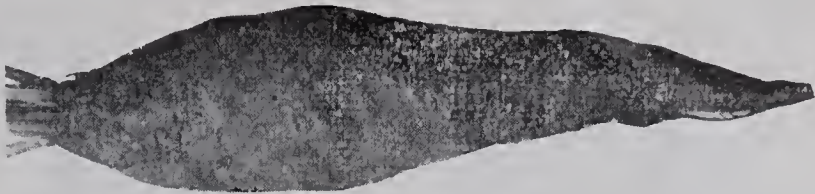
Lucullus Swiss Chard



Early Snowball Cauliflower



Hollander or Ball Head



Mangel Wurzel

SWISS CHARD	Pkt.	Oz.	½ Lb.	1 Lb.
Silver Leaf .....	.05	.10	.....	.....
Lucullus .....	.05	.10	.....	.....

CATTLE BEETS or MANGEL WURZELS

Giant Half Sugar.....	.....	.40	.75
Long Red .....	.....	.40	.75

BRUSSELS SPROUTS .....	.05	.10	.....	.....
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CABBAGE

Early Winingstadt.....	.05	.25	.....	.....
Wakefield .....	.05	.25	.....	.....
Early Summer .....	.05	.25	.....	.....
Copenhagen Market.....	.05	.25	.....	.....
Sure Header .....	.05	.25	.....	.....
Fottler's Brunswick.....	.05	.25	.....	.....
Rock Red .....	.05	.25	.....	.....
Premium Flat Dutch.....	.05	.25	.....	.....
All Seasons .....	.05	.25	.....	.....
Hollander or Ball Head.....	.05	.25	.....	.....
Celery Cabbage.....	.05	.25	.....	.....

COLLARDS .....	.10	.15	.....	.....
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CARROTS

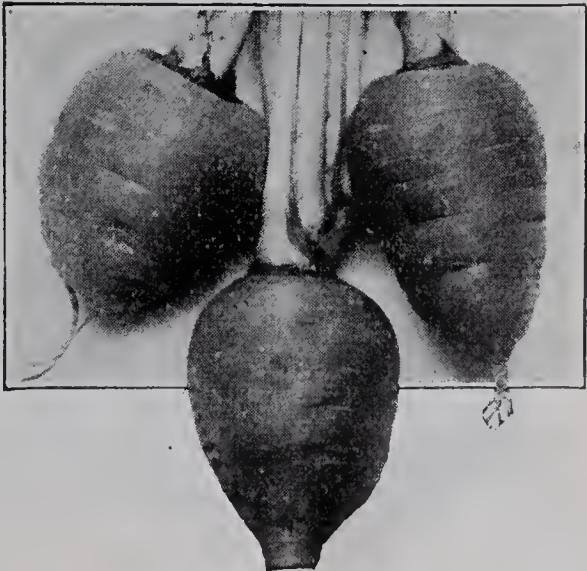
Oxheart .....	.05	.10	.....	.....
Early Scarlet Horn.....	.05	.10	.....	.....
Chantenay .....	.05	.10	.....	.....
Long Orange.....	.05	.10	.....	.....
Danvers .....	.05	.10	.....	.....

STOCK CARROTS

Mammoth White Belgian.....	.05	.10	.45	.85
Mammoth Yellow Belgian....	.05	.10	.45	.85

CAULIFLOWER

Early Paris .....	.10	.....	.....	.....
Early Snowball .....	.10	.....	.....	.....
Dwarf Erfurt.....	.10	.....	.....	.....



Oxheart Carrots



CELERY

	Pkt.	Oz.
White Plume .....	.05	.....
Golden Self-Blanching.....	.10	.....
Golden Heart .....	.05	.....
Giant Pascal .....	.05	.....

CELERIAC

Giant Prague .....	.05	.....
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CRESS .....	.05	.10
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Golden Self-Blanching Celery

	1	2
POP CORN Lb. Lbs.		
Japanese Hulless	.15	.25
Queen's Golden	.15	.25
White Rice	.15	.25

Wholesale  
and Retail Pop  
Corn for Pop-  
ping Purposes  
— Write for  
Prices.



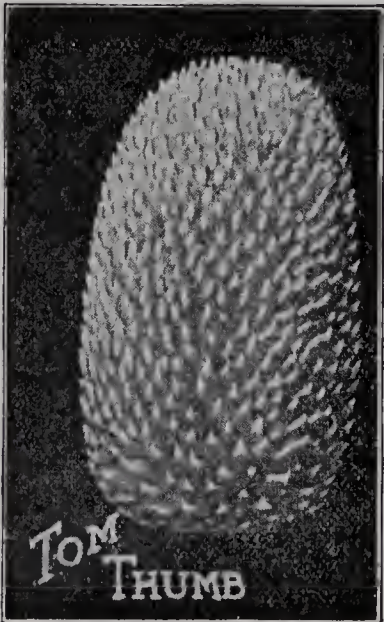
Stowell's Evergreen Sweet Corn

SWEET or SUGAR CORN	Pkt.	½ Lb.	1 Lb.	2 Lbs.
Peep O' Day.....	.10	.15	.25	.45
Golden Bantam .....	.10	.15	.25	.45
Golden Sunshine .....	.15	.20	.30	.55
Black Mexican .....	.10	.15	.25	.45
Early Minnesota .....	.10	.15	.25	.45
Evergreen .....	.10	.15	.25	.45
Country Gentleman.....	.10	.15	.25	.45
White Corey.....	.10	.15	.25	.45
Whipple's Early White..	.10	.15	.25	.45

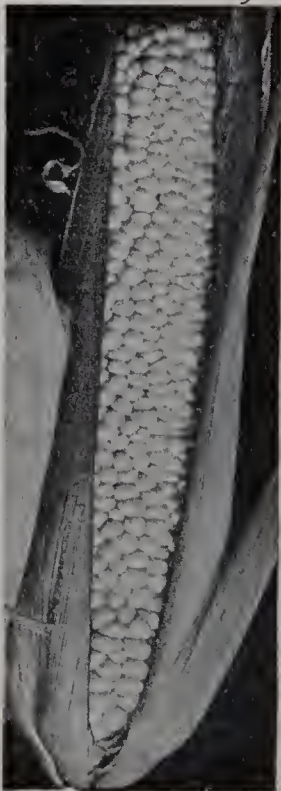
CUCUMBER	Pkt.	Oz.	½ Lb.	1 Lb.
Green Cluster.....	.05	.10	.55	1.00
White Spine .....	.05	.10	.55	1.00
Early Frame .....	.05	.10	.55	1.00
Chicago Pickling .....	.05	.10	.55	1.00
Davis Perfect .....	.05	.10	.55	1.00
Long Green .....	.05	.10	.55	1.00
Thornburn's Everbearing	.05	.10	.55	1.00



1. Davis Perfect      2. White Spine      3. Green Cluster  
4. Long Green



Pop Corn



Country Gentleman





WHITE VIENNA KOHL-RABI



Kale



Black Beauty Egg Plant



New York Head Lettuce

	Pkt.	Oz.
DILL .....	.05	.....
ENDIVE		
Green Curled .....	.05	.10
White Curled .....	.05	.10
EGG PLANT		
Early Long Purple .....	.10	.....
Black Beauty .....	.10	.....
Imp. N. Y. Purple..	.10	.....
KALE		
Dwarf German .....	.05	.10
Tall Green Curled..	.05	.10
KOHL RABI		
Purple Vienna .....	.05	.10
White Vienna.....	.05	.10
LEEK		
Large Careton.....	.05	.10



Leek

LETTUCE, Leaved	Pkt.	Oz.
Early Curled Simpson.....	.05	.10
Black Seeded Simpson.....	.05	.10
Grand Rapids .....	.05	.10
Prizehead .....	.05	.10

HEAD LETTUCE	Pkt.	Oz.
Hanson .....	.05	.10
Boston Market .....	.05	.10
New York .....	.10	.15
Big Boston .....	.05	.10



Grand Rapids Lettuce



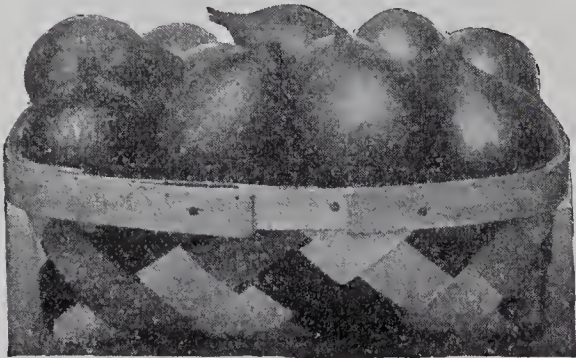
Emerald Gem Muskmelons

MUSKMELON	Pkt.	Oz.
Hearts of Gold.....	.05	.10
Netted Gem .....	.05	.10
Honey Dew .....	.05	.10
Rocky Ford .....	.05	.10
Emerald Gem .....	.05	.10
Barnard's Golden Hearted.....	.05	.10
Osage .....	.05	.10
Hackensack .....	.05	.10
Banana .....	.05	.10
Improved Large Nutmeg.....	.05	.10
Lake Champlain .....	.05	.10
Milwaukee Market .....	.05	.10





Peerless or Ice Cream



Southport Red Globe



White Portugal Onion



Champion Moss Curled Parsley

WATERMELON

	Pkt.	Oz.
Cole's Early .....	.05	.10
Phinney's Early .....	.05	.10
Peerless or Ice Cream.....	.05	.10
Irish Gray .....	.05	.10
Halbert Honey .....	.05	.10
Tom Watson .....	.05	.10
Monte Cristo .....	.05	.10
Sweetheart .....	.05	.10
Citron .....	.05	.10



ONIONS	Pkt.	Oz.	1/2 Lb.	1 Lb.
White Portugal .....	.05	.20	1.40	2.80
Southport White Globe .05	.20	1.40	2.80	
Prizetaker, Yellow Skin .05	.15	1.15	2.25	
Yellow Globe Danvers.. .05	.15	1.15	2.25	
Southport Yellow Globe .05	.15	1.15	2.25	
Southport Red Globe.... .05	.15	1.15	2.25	
Red Wethersfield .....	.05	.15	1.15	2.25

ONION PLANTS      Write for prices

ONION SETS	1 Lb.	2 Lbs.
White .....	.20	.35
Red .....	.15	.25
Yellow .....	.15	.25

PARSNIP	Pkt.	Oz.
Hollow Crown .....	.05	.10
Market Garden .....	.05	.10

PARSLEY		
Champion Moss Curled.....	.05	.10

PEANUTS	1/2 Lb.	1 Lb.
Virginian .....	.25	.40



Hollow Crown Parsnips

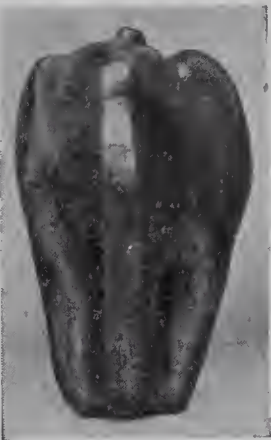




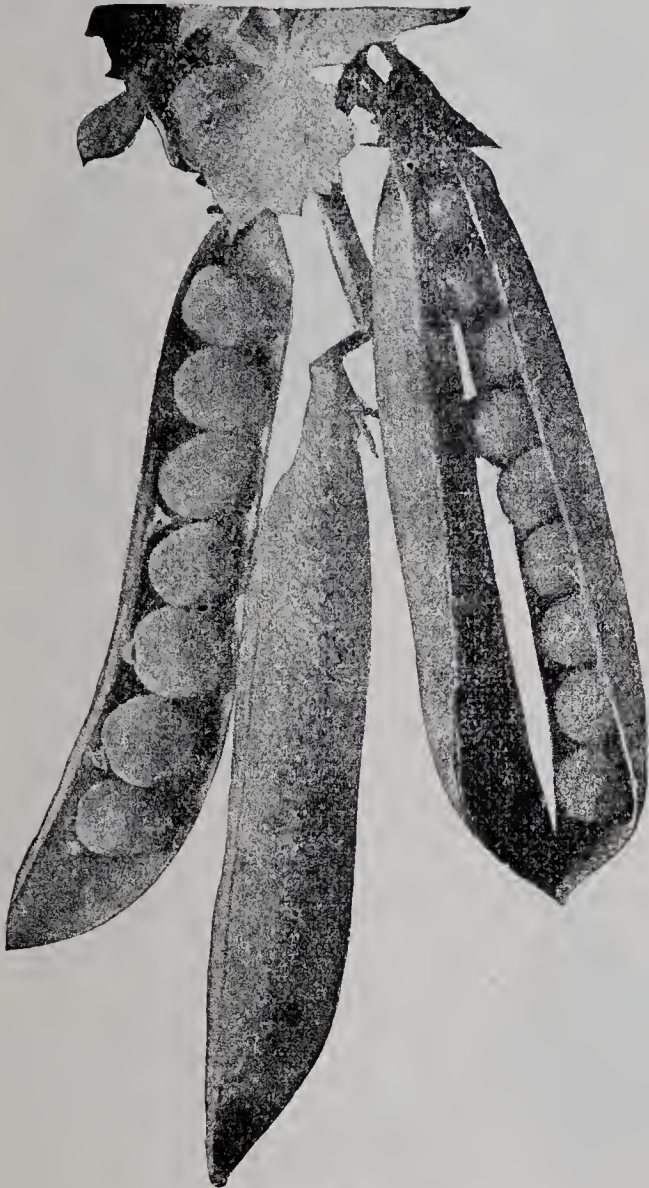
Ruby King Peppers

PEPPERS	Pkt.	Oz.
Sweet Mountain (mild).....	.10	.35
Large Bell (hot).....	.10	.35
Red Cayenne .....	.10	.35
Pimento (very mild).....	.10	.35
Ruby King .....	.10	.35

PEPPERS ARE INDISPENSABLE  
FOR SEASONING SOUPS AND  
MEATS; ALSO FOR PICKLING



Sweet Mountain Pepper



Telephone Peas

PEAS  
DESERVE  
A PLACE  
IN EVERY  
HOME  
GARDEN

PLANT  
ROCHELLE  
QUALITY  
SEEDS



Peas, Premium Gem

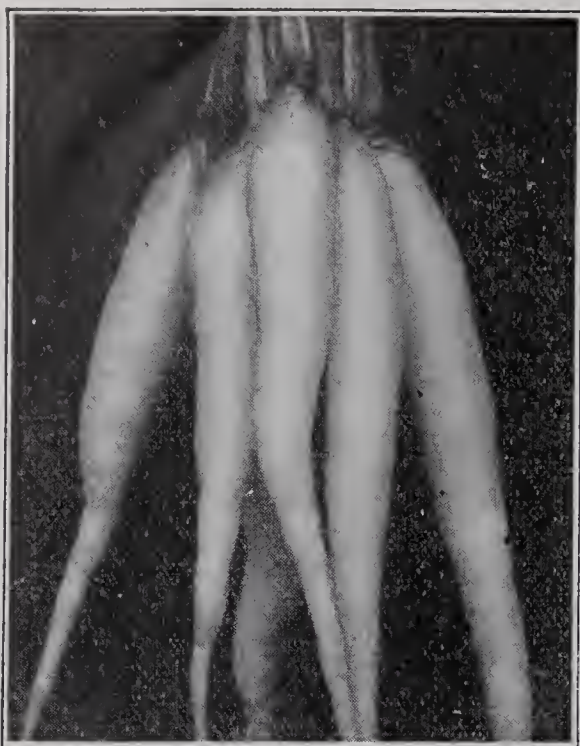
PEAS (Smooth Varieties)	Pkt.	½ Lb.	1 Lb.	2 Lbs.
First and Best (early).....	.10	.20	.40	.75
Alaska (early) .....	.10	.20	.40	.75
(Wrinkled Varieties—Dwarf)				
Premium Gem (early).....	.10	.20	.40	.75
Little Marvel (early).....	.10	.20	.40	.75
Daisy—Dwarf Telephone.....	.10	.20	.40	.75
American Wonder (early)....	.10	.20	.40	.75
Nott's Excelsior (early).....	.10	.20	.40	.75
(Half Dwarf Wrinkled Varieties)				
Thomas Laxton .....	.10	.20	.40	.75
Gradus .....	.10	.20	.40	.75
Potlatch .....	.10	.20	.40	.75
(Tall Growing Wrinkled Varieties)				
Champion of England.....	.10	.20	.40	.75
Telephone .....	.10	.20	.40	.75
(Tall Smooth Varieties)				
Large White Eye Marrowfat .10	.20	.40	.75	
Large Black Eye Marrowfat .10	.20	.40	.75	
Dwarf Gray Sugar.....	.10	.20	.40	.75



Giant Mammoth Pumpkin

PUMPKINS	Pkt.	Oz.	½ Lb.	1 Lb.
Japanese Pie .....	.05	.10	.55	1.00
Small Sweet or Sugar.....	.05	.10	.45	.85
Large Yellow or Conn. Field .05	.10	.45	.85	
Giant Mammoth (yellow)....	.05	.10	.65	1.25
Mammoth Tours .....	.05	.10	.55	1.00





Lady Finger Radishes



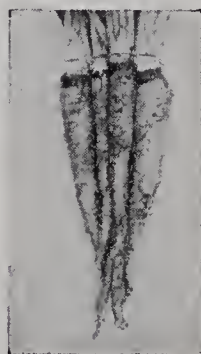
French Breakfast Radishes



Rhubarb



Thick Leaved Spinach

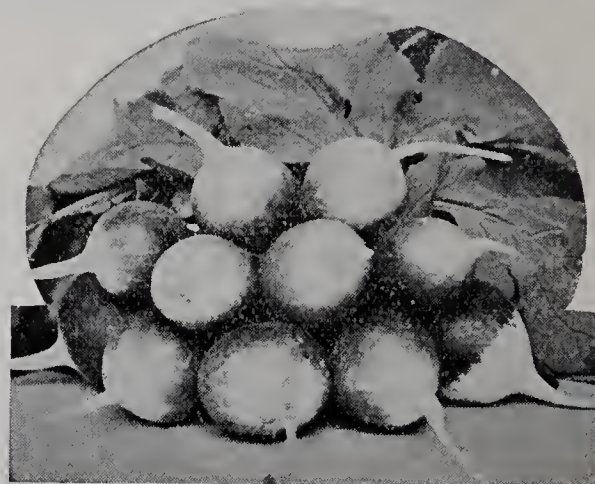


Salsify



Table Queen Squash

RADISHES	Pkt.	Oz.	½ Lb.	1 Lb.
Early Scarlet Turnip.....	.05	.10	.55	1.00
Early Scarlet Turnip— White Tipped .....	.05	.10	.55	1.00
Sparkler .....	.05	.10	.55	1.00
French Breakfast .....	.05	.10	.55	1.00
Half Long (scarlet).....	.05	.10	.55	1.00
White Stuttgart .....	.05	.10	.55	1.00
Crimson Giant Globe.....	.05	.10	.55	1.00
Lady Finger (White Vienna)....	.05	.10	.55	1.00
Chartier .....	.05	.10	.55	1.00
Icicle .....	.05	.10	.55	1.00
(Winter Varieties)				
Long Black Spanish.....	.05	.10	.55	1.00
Rose China .....	.05	.10	.55	1.00
White Chinese .....	.05	.10	.55	1.00



Early Scarlet Turnip Radishes

RHUBARB	Pkt.	Oz.
.....	.05	.....
SALSIFY		
Mammoth Sandwich Island.....	.05	.15

SPINACH	Pkt.	Oz.
New Zealand.....	.05	.10
Thick Leaved .....	.05	.10

SQUASH		
Table Queen.....	.10	.20
Hubbard .....	.05	.10
Golden Hubbard.....	.05	.10
Crookneck, summer .....	.05	.10
White Bush.....	.05	.10
Golden Custard .....	.05	.10



SUNFLOWER			
Large Russian .....	Pkt. .05	½ Lb. .15	1 Lb. .25
HERBS			
Sage .....	.10	.....	.....
Caraway .....	.10	.....	.....
Lavender .....	.10	.....	.....
Sweet Marjoram .....	.10	.....	.....
Sweet Fennel .....	.10	.....	.....
Thyme .....	.10	.....	.....



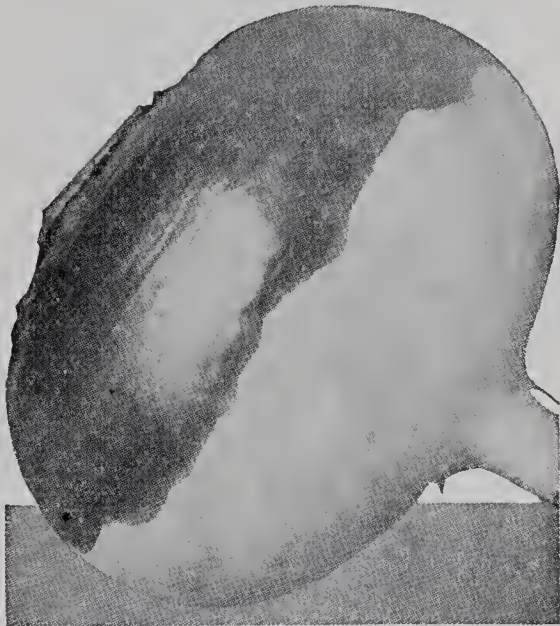
Beefsteak Tomato



Earliana Tomato

REMEMBER  
You want lots  
of tomatoes for  
slicing, cooking  
and canning.

TOMATOES				
Earliana (earliest) .....	Pkt. .05	¼ Oz. .15	½ Oz. .25	1 Oz. .40
John Baer .....	.05	.15	.25	.40
Chalk's Early Jewel.....	.05	.15	.25	.40
June Pink .....	.05	.15	.25	.40
Livingston's Globe .....	.05	.15	.25	.40
Dwarf Stone .....	.05	.15	.25	.40
Dwarf Champion .....	.05	.15	.25	.40
Golden Ponderosa .....	.05	.15	.25	.40
Beefsteak .....	.05	.15	.25	.40
Ponderosa .....	.05	.15	.25	.40
Husk .....	.05	.15	.25	.40



White Globe Turnip

TURNIP				
White Milan .....	Pkt. .05	Oz. .10	½ Lb. .40	1 Lb. .75
White Globe .....	.05	.10	.40	.75
Strap Leaved .....	.05	.10	.40	.75

RUTABAGA		
American .....	.05	.10
White Swede .....	.05	.10

TOBACCO		
Seed Leaf (Conn.).....	.05	.40



Tobacco

WIZARD BRAND  
SHEEP  
MANURE

For Vegetable Gardens

The best manure  
you can use. It's just  
what nature needs to  
make big, strong,  
healthy plants. Dig it  
deeply into garden  
soil. Rake it into top  
soil before planting  
seed in rows or hills.  
Ten pounds for each  
100 square feet is all  
you require.



American Rutabaga



FLOWER SEEDS

Everybody Loves Flowers

Flowers are inexpensive. If you select the right kind, they are as easy to grow as weeds, but everyone is not familiar with the kind of flower seed to buy to make the quickest and most satisfactory showing. We are pleased, however, to offer a very choice list of the most popular and easily grown flower seeds. They are strictly fresh, new crop and the very best obtainable.

ANNUALS are those flowers that bloom and ripen their seed the first year and then die. Among these are the asters, balsams, mignonette, sweet peas, nasturtiums, morning glories, and many other very brilliant and fragrant varieties.



Long Spurred Columbine (Aquilegia)

BIENNIALS from seed generally bloom the second year, then die. Some varieties, if planted early, bloom the first year; therefore are treated as annuals.

PERENNIALS are those that endure our long winters with little or no protection and live and bloom several years in succession. A large majority of the perennials will bloom the first year if started early in the spring. Hollyhocks, columbine, larkspur, foxglove, poppies, etc., are in this class.

ALL FLOWERS SENT POSTPAID UPON RECEIPT OF PRICE

AGERATUM	Pkt.
Imperial Dwarf Blue.....	.05
AMARANTHUS (mixed) .....	.05
ANTIRRHINUM—Snapdragon (mixed) .....	.05
ALYSSUM	
Little Gem .....	.05
AQUILEGIA—Columbine	
Single (mixed) .....	.05
Yellow .....	.05
Coerulea (Rocky Mountain).....	.10
Long Spurred (mixed).....	.15
ASTERS	
Hohenzollern (mixed) .....	.10
American Beauty (mixed).....	.10
Improved Crego (mixed).....	.10
Royal Early Mixed .....	.10
Queen of the Market (earliest).....	.10
Lavender Gem (lavender).....	.10
Snowdrift (white) .....	.10
Rosy Morn (rose).....	.10
Heart of France (red).....	.10
Cardinal .....	.10
Improved Mixed .....	.10
Violet King (violet).....	.10
Giant Comet (mixed).....	.10
Improved Victoria (mixed).....	.10
Crimson Giant .....	.10



Hohenzollern Asters, Mixed



Snapdragons



<b>BALSAM</b>	Pkt.
Camelia Flowered (double).....	.05
<b>BELLIS PERENNIS</b> .....	.05
<b>BEANS, SCARLET RUNNER</b> .....	.05
<b>BALLOON VINE (Annual)</b> .....	.05
<b>CANNA</b> .....	.05
<b>CENTAUREA—CYANUS (Bachelor Button)</b> .....	.05
<b>CENTAUREA—GYMNOCARPA (Dusty Miller)</b> ....	.05
<b>CELOSIA—COCKSCOMB</b>	
Thompsoni .....	.05
Empress .....	.05
President Theirs .....	.05
Dwarf Mixed .....	.05
<b>CHINESE WOOLFLOWER</b> .....	.05
<b>CALENDULA (Orange King)</b> .....	.05
<b>CALLIOPSIS</b> .....	.05
<b>CANDYTUFT</b>	
Giant Hyacinth Flowered.....	.05
<b>CLARKIA</b>	
Double Mixed .....	.05



Calendula Orange King



Shasta Daisies

<b>COBAEA SCANDENS</b>	Pkt.
(Climber) .....	.05
<b>CHRYSANTHEMUM (Annual)</b> ..	.05
<b>CARNATION</b>	
Marguerite .....	.10
Red Grenadine .....	.10
White .....	.10
<b>CARDINAL CLIMBER (Rapid</b>	
Grower) .....	.05
<b>CYPRESS VINE (Tender An-</b>	
nual) .....	.05
<b>CANARY BIRD VINE (Yellow</b>	
Flowers) .....	.05
<b>COSMOS—Dwarf</b> .....	.05
Mammoth .....	.05
Double Crested.....	.05
<b>COREOPSIS</b>	
Lanceolata (yellow) .....	.05
<b>CAMPANULA—CANTERBURY</b>	
BELL	
Cup and Saucer.....	.05
Double or Single.....	.05
<b>DELPHINIUM—Perennial</b>	
Belladonna .....	.10
<b>CASTOR BEANS</b> .....	.05
<b>ESCHOLTZIA (California</b>	
Poppy) .....	.05
<b>SINGLE DAHLIA</b> .....	.05
<b>GLADIOLI BULBS, per dozen</b> ..	.50



Everlastings

<b>DAISY SHASTA (Perennial)</b> .....	.05
<b>FOUR O'CLOCKS (Mixed)</b> .....	.05
<b>FORGET-ME-NOT (Perennial)</b> ..	.05
<b>GAILLARDIA—Blanket Flower</b>	.05
<b>DIGITALIS—Fox Glove (Bien-</b>	
nial) .....	.05

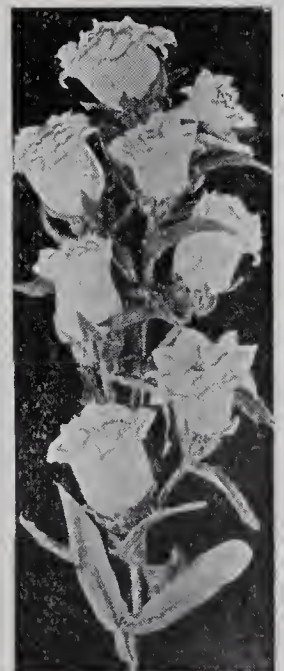
<b>GODETIA (Satin Flower)</b> .....	Pkt.
.....	.05
<b>GOMPHRENA—Everlasting</b> .....	.05
<b>GOURDS</b>	
Dish Cloth .....	.05
Sugar Trough .....	.05
Bottle .....	.05
Apple Shaped .....	.05
Dipper .....	.05
Hercules Club .....	.05
Nest Egg .....	.05
Pipe .....	.05
Pear .....	.05

<b>GYPSOPHILA—Baby Breath</b>	
White .....	.05
Pink .....	.05
<b>HELIOTROPE (Mixed Varieties)</b> .....	.05
<b>HELICHRYSUM—Straw Flower</b> .....	.05
<b>HUMULUS JAPONICUS—Japanese Hops</b>	.05
<b>HOLLYHOCKS—Double (Mixed)</b> .....	.05
Single (mixed) .....	.05

<b>IPOMOEA</b>	
Moonvine Grandiflora .....	.05
Setosia—Brazilian Moon Flower.....	.05
Rubro Coerulea or Heavenly Blue.....	.05
<b>JAPANESE MORNING GLORY</b> .....	.05



Digitalis or Fox Glove



Campanula Double





Nasturtiums

JOB'S TEARS .....	Pkt. .05
LOBELIA .....	.05
KUDZU VINE—(Perennial) .....	.10
LUNARIA (Annual) .....	.10
LANTANIA .....	.05
LATHYRUS LATIFOLUYS—Hardy Sweet Pea..	.10
MARIGOLD	
Tall African .....	.05
Dwarf French .....	.05
Tagetes Signata Pumila, Dwarf Yellow.....	.05
LAVANDULA—English Lavender .....	.10
LARKSPUR (Annual)	
Dark Blue .....	.10
Branching Pink .....	.10
White .....	.10
Carmine .....	.10
Rocket .....	.10
Hyacinth Flowered, Mixed .....	.05

## PETUNIAS

### The Rochelle Flower

Petunias are delightful in a sunny spot, developing into bushy plants completely covered with charming flowers in a most complete range and nearly all with a delicate fragrance.

Plant in rows or masses in the garden for brilliant effect. Seeds are very small and should be covered very lightly. Rosy Morn and Balcony Blue make a lovely combination for window boxes.

LUPINUS .....	Pkt. .05
MIGNONETTE .....	.05
NASTURTIUM	Pkt. Oz.
Dwarf .....	.05 .10
Tall .....	.05 .10
NICOTIANA .....	Pkt. .05
PANSIES	
Ideal Mixture .....	.10
Prize Giant .....	.10
Trimardeau .....	.10
Masterpiece .....	.10
PENNISETUM .....	.05
PORTULACA—Moss Rose	
Double .....	.10
Single .....	.05
PETUNIAS	
Rosy Morn (Pink).....	.05
Balcony Blue (Indigo)..	.10
Single (mixed) .....	.05
PHLOX	
Drummondi .....	.05
Star .....	.05
Carmine .....	.05
Rose .....	.05
Mixed .....	.05
PINKS	
Chinensis .....	.05
Plumarius .....	.10
Heddwigi .....	.05
Mixed .....	.05
POPPIES	
Shirley .....	.05
Iceland (Perennial) .....	.05
Oriental (Perennial) .....	.05
Double Mixed .....	.05
Double Carnation .....	.05
PYRETHRUM (Perennial) .....	.05
SCHIZANTHUS—Butterfly Flower .....	.05
SALVIA	
Splendens .....	.10
Bonfire .....	.10
SWEET WILLIAM	
Single .....	.05
Double .....	.05

SUMMER CYPRESS—Fire Bush.....	Pkt. .05
SALPIGLOSSIS .....	.05
SWEET PEA	Pkt. Oz.
Royal Mixed .....	.05 .10
Spencer Mixed .....	.10 .15
SUNFLOWER—Double .....	.05 .10
SWEET SCABIOSA—Pin Cushion.....	Pkt. .05
STOCKS (Double Mixed).....	.10
VINCA .....	.05
VERBENA	Pkt.
Purple .....	.05
Pink .....	.05
Scarlet .....	.05
White .....	.05
Mixed .....	.05
XERANTHEMUM—Everlasting .....	.05
ZINNIA—Dahlia Flowered	
Exquisite (Rose) .....	.15
Golden State (Yellow).....	.15
Crimson Monarch (Red).....	.15
Oriole (Orange) .....	.15
Dahlia Flowered (Mixed).....	.15
Red Riding Hood (Dwarf).....	.10

Rochelle Flower Seeds are strictly fresh, new crop—the very best obtainable.

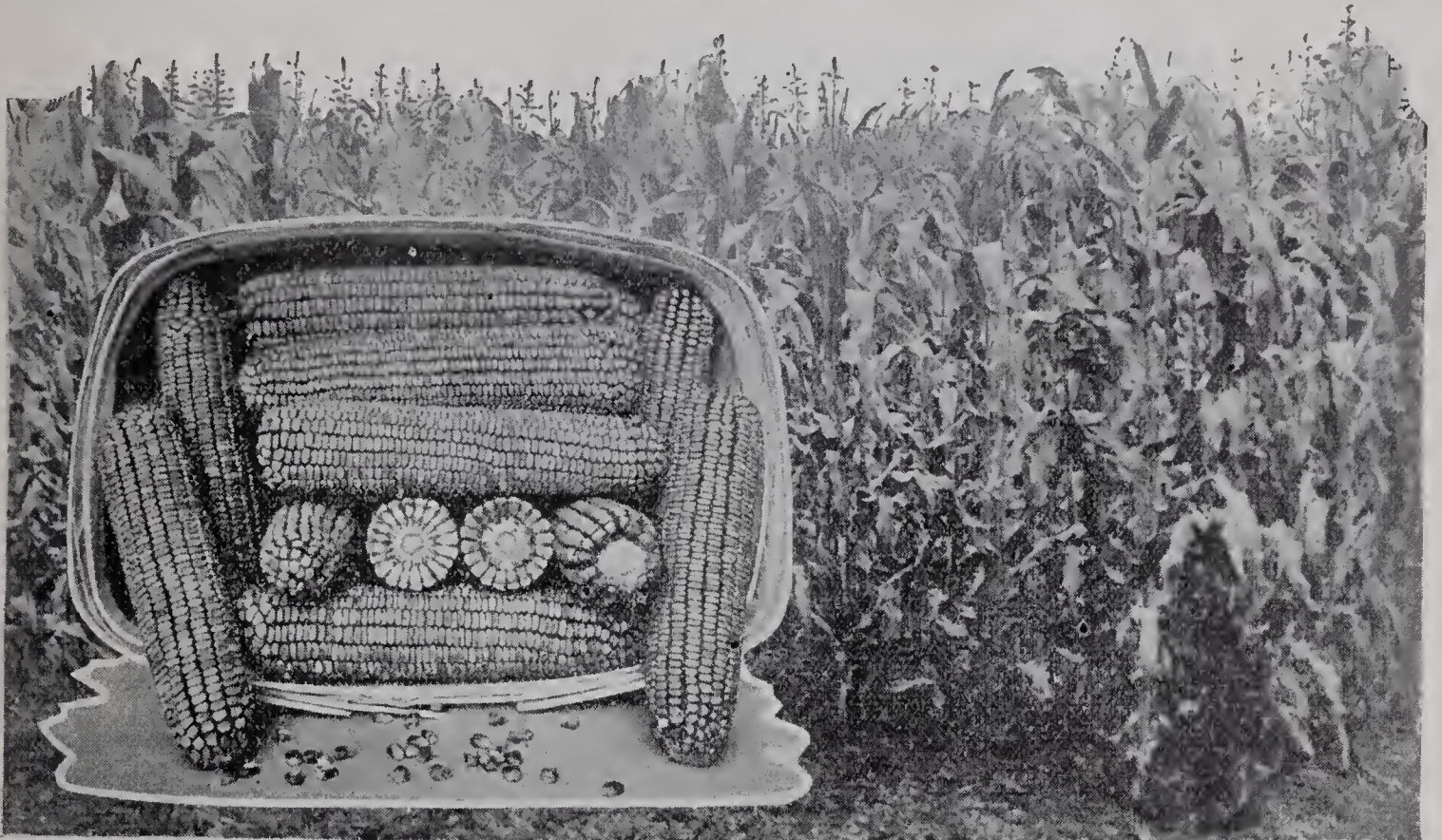


Sweet William



Phlox Drummondi





## To Our Customers and Friends

Twenty years ago we began curing Seed Corn for the public. The continued growth of our business and the fact that we are still supplying the same customers that we began with years ago, are ample proofs of the quality of our Seed Corn. We are pleased to announce that we have an extra large supply of good Seed Corn to offer this year. We have also added two new varieties for you to select from.

To new customers we will say that our corn is hand picked from the field and is placed in our curing room before cold weather. All our corn is grown within a radius of five or six miles of Rochelle and we handle no other, therefore we guarantee all corn we put out.

Our prices are as low as is consistent with the quality of corn we have to offer. We wish to impress on your mind that we are quoting you SEED CORN HAND PICKED, hand sorted and cured by our cold air process which we consider

far superior to heat drying methods. Each individual ear is inspected, then tipped, shelled and graded ready for the edge drop planter. We do not select fancy ears and sell them at an advanced price. We prefer leaving them in the shelled corn, making that as high grade as possible. Therefore do not ask us for Ear Corn.

Yes, we are still growing and selling seed corn, the best that can be procured for your locality. For 20 years we have been curing seed corn by our own cold air method, and have never failed to produce high germinating seed. The high quality of our Seed Corn, and careful attention to our customers' interests has made us many friends who come back to us every year, depending on the Rochelle Seed Company to take care of their requirements because they know they are safe.

### PRICES

All Seed Corn Shelled and Graded per bushel \$2.50 F. O. B. Rochelle, Ill., no charge for bags.

### OUR GUARANTEE

Is as strong as any firm can make it. We give ten days in which to test our corn, and if you are not satisfied with it, return it at our expense. We demand the money with the order, but we give every buyer the privilege after he buys anything from us to say whether or not it is worth the money, and if you think not, fire the stuff back to us and get your money. Better still, come to our seed house, you will then see how we handle our corn. We also have many other lines of seed that will interest you.

### FREE STORAGE

Many of our customers order their seed corn in the winter and ask us to hold it until toward spring for them. We are glad to do this and make no charge for same. By this plan you can order your corn in January, have it shipped the latter part of March. You are sure of your seed and do not have to take care of it during the cold winter months when there is danger of it getting damaged by the weather.

We frequently sell out of one or two varieties long before we sell out of the others and by getting your order in early you are sure of not being disappointed. We never substitute varieties. If we are out of what you order we always tell you so and let you decide whether you want your money back or want another variety which we have left.

### TERMS

Cash to accompany all Seed Corn Orders. Delivered F.O.B. Rochelle, Illinois. No charge for bags. Ten days given purchaser after delivery of seed to test same, and if test proves below 90 per cent germination, corn may be returned and purchase money will be refunded.

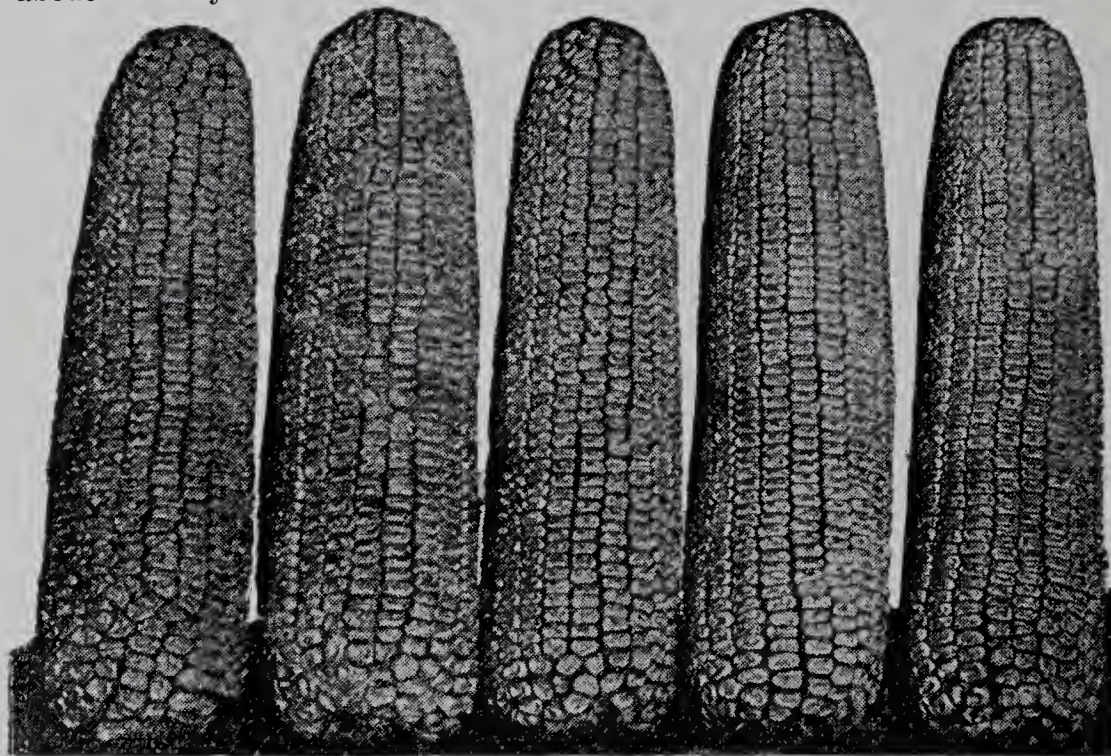






Reed's Yellow Dent

**Reid's Yellow Dent** is unquestionably the greatest variety of corn ever developed for the corn belt. The corn we have to offer has been grown in this locality until it is no longer straight Reid's, but fully ten days earlier than the straight Reid's Corn, having matured this year as early as the Carmichael's Choice and we consider it perfectly safe for this locality. It matures in about 110 days.



Carmichael's Choice

**Carmichael's Choice** During the past few years there has been an ever increasing demand for earlier varieties of corn. This we have in Carmichael's Choice. Although it is early, it is by no means small like the early corns. It is very prolific and a hardy grower. The cob is a trifle large but carries a deep grain; will mature easily in 100 days. This is the best shelling corn we know of, and has been grown in this locality for years.



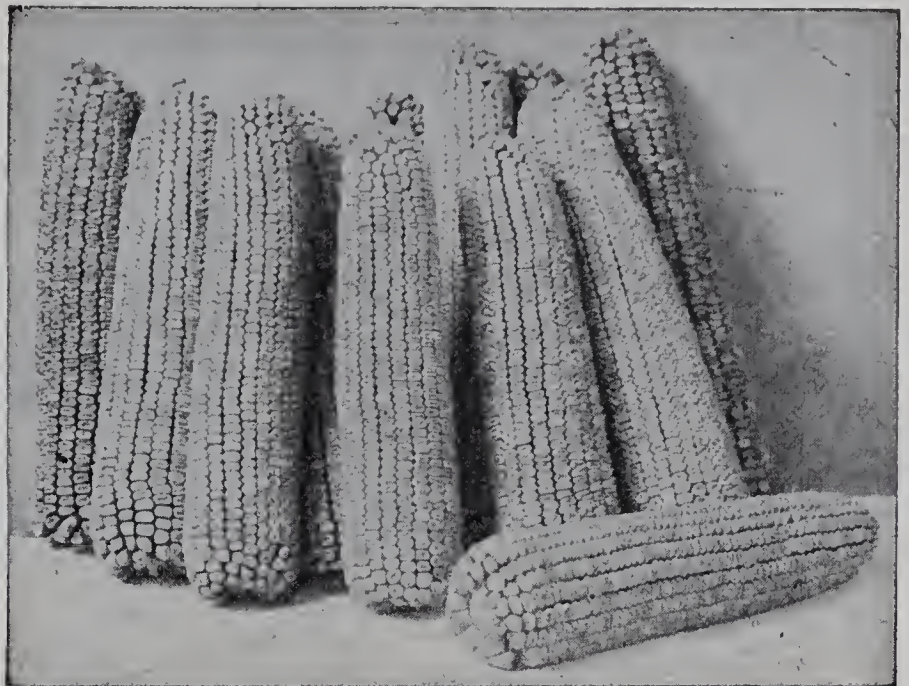
We would be mighty glad if you would give our plant a personal inspection and see for yourself how we handle our seed corn. Many do so each year and state: "I had no idea that you took so much care in getting out your seed corn." Many come expecting to buy ear corn, but after going through and seeing for themselves how it is handled, they will have nothing but shelled and graded seed. They see what they are getting and know it is good. We have nothing to hide. We are proud of our corn. We welcome you to visit our plant and inspect our business.

Be sure and treat your corn with Semesan Jr.

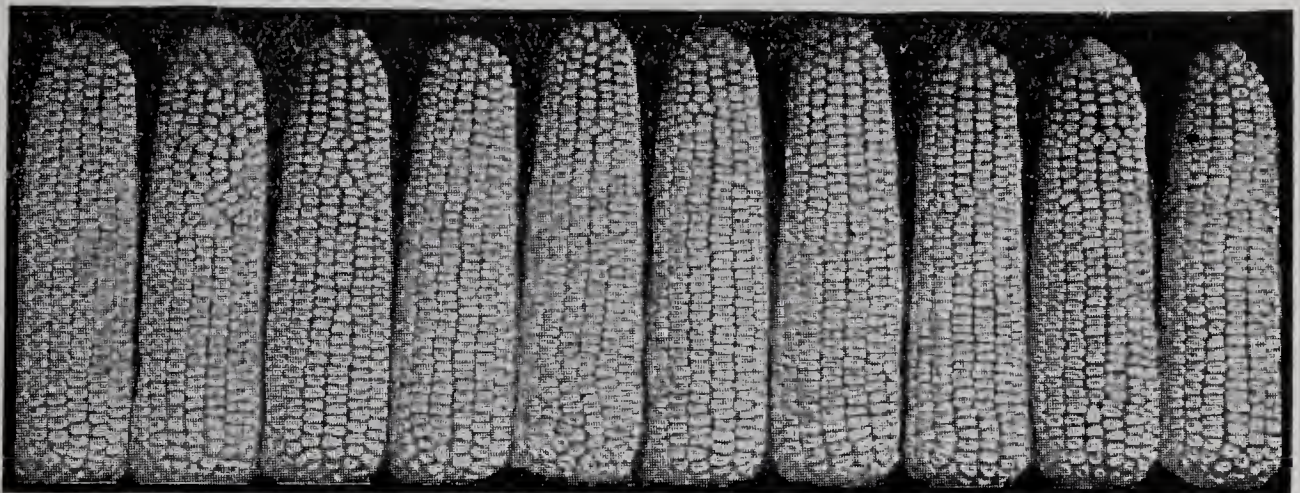


## Number 10

If you are looking for a real early corn you will find our Number 10 a few days earlier than Carmichael's Choice; with good corn weather this corn will mature in 90 days. We have many growers who will grow nothing else as they are getting 50 to 60 bushels per acre of sound quality. This is by no means small corn, and a splendid shelling corn, 70 lbs. frequently shelling 61 to 63 lbs. of the highest grade corn. A general favorite among the feeders, who appreciate a good sound corn.

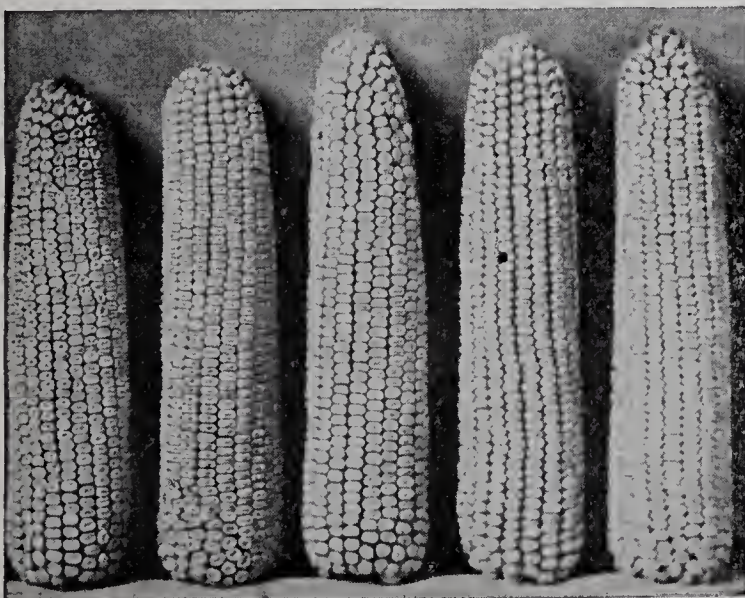


Number 10—Yellow



Silver King No. 7

**Silver King or No. 7** For a number of years we have been breeding this early white corn in order to meet the demands from those who prefer to grow an early white corn instead of yellow. We have tested this variety of corn both for its early maturity and for its high yielding qualities, to our satisfaction, and do not hesitate to recommend No. 7 to anyone looking for a good early white corn. Original seed came from Agricultural College of Wisconsin several years ago and is thoroughly acclimated and somewhat larger than when we began with it, but it still retains its earliness, maturing in 90 days of good corn weather.



Keck's White

## Keck's White

This variety of corn is too well known among growers of white corn to require any description from us. To those who have never tried our seed will say we know what this corn is. We have tried it under all conditions and always find it "delivers the goods." It will fill the requirements for a profitable white variety as any we have ever raised and we offer it to our customers, knowing that they will find it all we claim. This corn is a vigorous grower, early maturing, cob pure white. Ears are 9 to 11 inches in length, 18 to 20 rows of pure white corn; will get out of way of frost in about 105 days. There is more of the Keck's White grown in this locality than all other white varieties.

Be sure to treat your seed corn with  
Semesan, Jr.

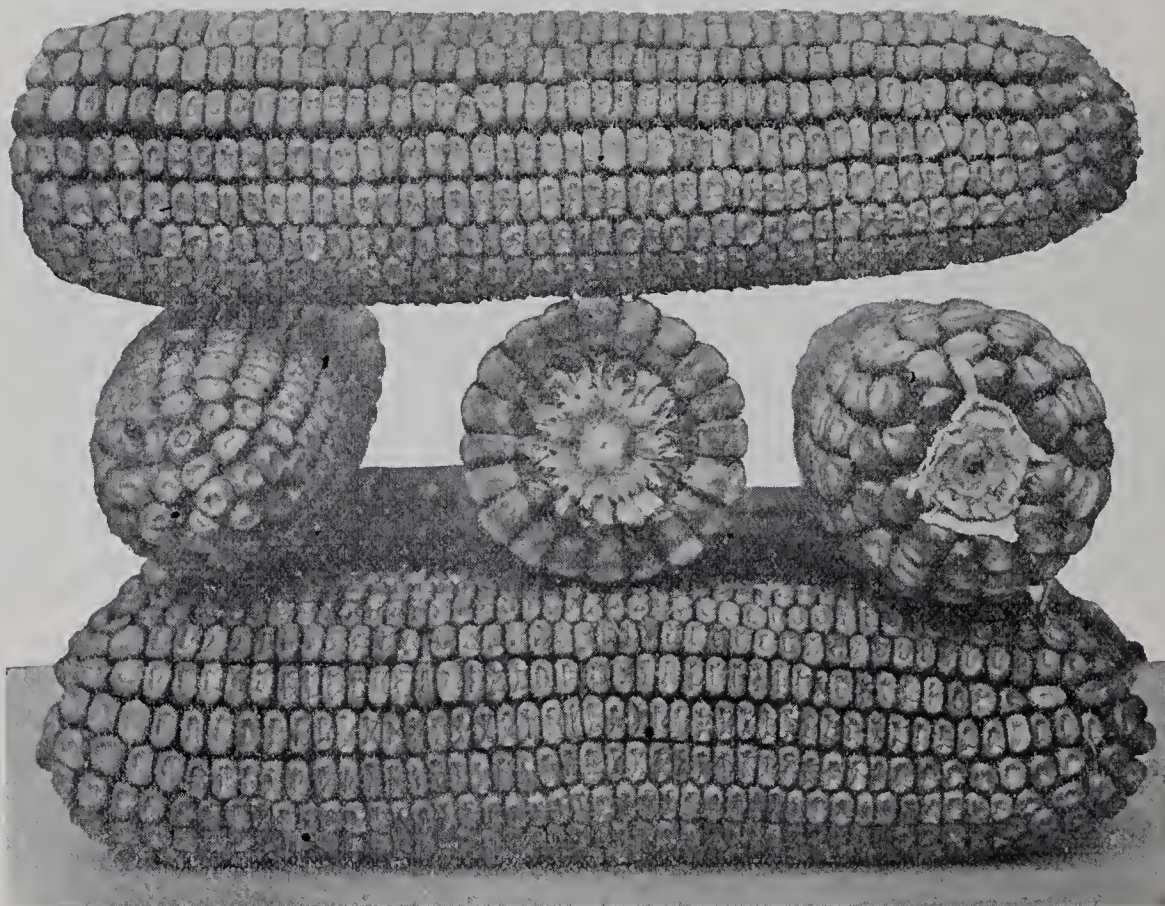




Golden Glow

### Golden Glow

This is the famous Golden Glow of Wisconsin, large variety and cold resisting. Our stock of this famous corn came direct from Wisconsin last year and was grown in Ogle County this year. To those wanting a very early corn for early feeding, we recommend this corn. Matures in about 85 days.



Western Plowman

### Western Plowman

Western Plowman was originated by Wm. Green and Wm. Webb of Will County. This corn has proven to be one of the best yielding varieties for Northern Illinois. We especially recommend this variety to our Northern Illinois and Iowa customers. It is a deep yellow corn. The ears are more cylindrical than tapering. It has a very high percentage of shelled corn to cob and it matures in about 110 days. We have the pure strain.

## Special White Seed Corn Notice!

To Our Customers and Friends:

We feel it our duty to help our customers and friends in whatever way possible. White corn has been worth from 2c to 10c per bushel on the market over yellow corn of equal grade during the past year. Now it seems to us one should arrange their acreage so as to have at least part white corn, if not all. We have some of the choicest varieties of white seed corn. Give us your order early and you will be sure of having it at planting time.

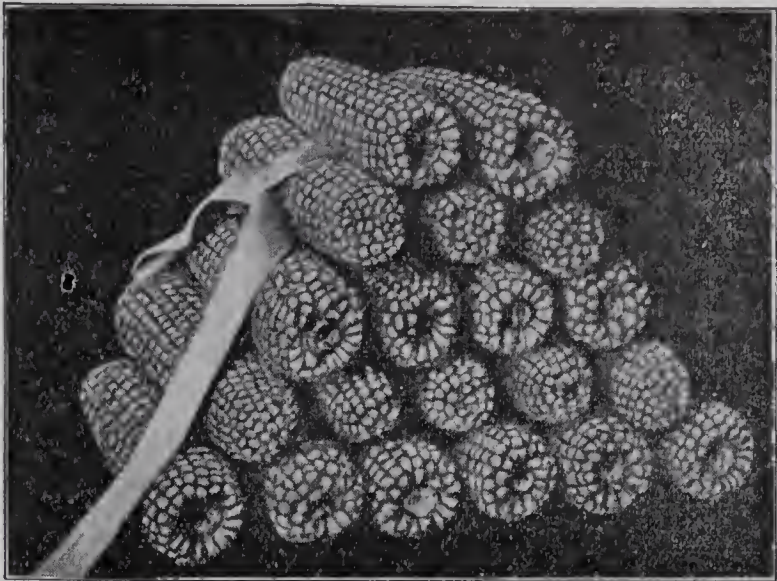
ROCHELLE SEED COMPANY.





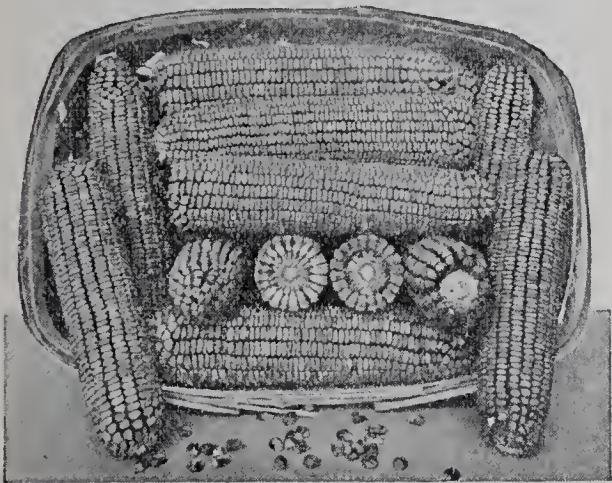
Krug's

Krug's corn was developed by Geo. Krug of Minonk, Illinois. It was selected from a strain of Reid's Yellow Dent. Although this corn has been on the market less than seven years it is the most famous and best advertised corn since Reid's Yellow Dent. It is high yielding, medium maturing, and exceptionally free from disease. We have the pure strain of Krug's yellow dent corn. Grown from certified seed last year. It matures in about 110 days.



Krug's Corn

Be sure and treat your corn with  
Semesan Jr.



Will County Favorite

Will County Favorite

This corn was developed by Wm. Webb of Will County, Illinois. It is a very famous variety of yellow corn and is noted for its uniformity, deep kernel, and high yielding qualities. This corn has been grown near Rochelle, Illinois, for the last three years and has proven to be a very popular variety. Will mature in about 110 days.

We Specialize in Seed Corn

Hand picked from the field—read our guarantee on page 13.

SEED CHART

SEED	Wt. per Bu.	Lbs. per Acre	Time of Seeding
ALFALFA	60	15-20	April, May-August, September
ALSIKE	60	8-10	February, June-August, November
BARLEY	48	72-96	April-June
BLUE GRASS	14	30-35	April, June-August, September
BUCKWHEAT	48	48-60	May-June
CANE, Fodder	50	60-65	May-June
CORN	56	8-10	May-June
CORN, Ensilage	56	30-35	May-June
CORN, Sweet	46	10-15	May-July
CLOVER, Burr	10	15-20	August, November
CLOVER, Crimson	60	15-20	July- September
CLOVER, Japanese	25	15-25	February, May
CLOVER, Red	60	10-12	February, April-August, November
CLOVER, Sweet	60	20-30	April, May-August, September
CLOVER, White	60	6-8	April, June-August, October
KAFFIR	56	20-30	May-June
LAWN GRASS	25	100-150	April, June-August, October
MEADOW FESCUE	24	25-35	April, May-August, September
MILLET, German	50	40-50	May-July
MILLET, Hungarian	48	40-50	May-July
MILLET, Japanese	35	25-40	May-July
OATS	32	50-75	March-May
ORCHARD GRASS	14	20-25	April, May-August, September
PEAS, Canada, Broadcast	60	90-120	February, April
PEAS, Cow, Broadcast	60	90-120	May-August
PEAS, Cow, Drilled	60	60-70	May-August
PERMANENT PASTURE	25	20-30	April, June-August, October
RAPE, Dwarf Essex	56	6-10	April-August
RED TOP, Solid	32	8-12	April, June-September, November
RED TOP, Unhulled	14	20-30	April, June-September, November
RYE, Winter	56	70-90	September-November
RYE, Spring	56	50-65	March-May
RYE GRASS	24	25-35	April, June-August, October
SOY BEANS, Broadcast	60	60-90	May-August
SUDAN	40	4-25	April-June
TIMOTHY	45	8-12	April, June-August, November
VETCH, Spring	60	50-70	March-May
VETCH, Winter	60	30-50	August-November
WHEAT	60	90-120	September-October



# FARM SEEDS

**Important!** The prices named herein on Farm Seeds are those prevailing at the time this Catalog goes to press and are subject to market fluctuations. As values usually advance on many items during the season, it will be to your advantage to order early. While we reserve the right to change these prices when the market warrants a change, we shall maintain these prices as long as possible.

## BARLEY

Oderbrucker Type Barley. Write for prices.

Velvet Barley. Write for prices.

CANE SEED or SORGHUM—10 lbs. or less, 10c per lb. postpaid. Containers at value. Write for prices on larger quantities.

KAFFIR CORN—10c per lb. postpaid. Write for prices on larger quantities. Containers at value.

## SEED WHEAT—SPRING

New Progress. Write for prices.

DWARF ESSEX RAPE—1 lb. 15c, 5 lbs. 65c, 10 lbs. \$1.25 postpaid. Buyers expense 100 lbs. \$9.00, 25 lbs. or over filled at 100-lb. rate. For 25 lbs. or under add 15c for cotton bags, larger quantities add 35c for grain bags.

SOY BEANS. Write for prices.

Manchu.

Illini.



Soy Beans

## ALFALFA

Northwestern Grown.

Write for prices.

Montana Registered Grimm.  
Write for prices.



Northwestern Grown Alfalfa

CLOVER SEEDS—Write for prices.

Grundy County Sweet Clover.

Tall White Blossom Sweet Clover.

Yellow Blossom Biennial Sweet Clover.

Alsike Clover.

Medium Red Clover.

Mammoth Red Clover.

Be sure and use Nodogen.

**Cyclone Seed Sower**  
**\$2.00 Each**



Medium Red Clover

## GRASS SEEDS—

Write for prices.

Timothy

Millet

Sudan Grass

## WINTER RYE—

Write for prices.

## WINTER WHEAT

—Write for prices.

Kanred

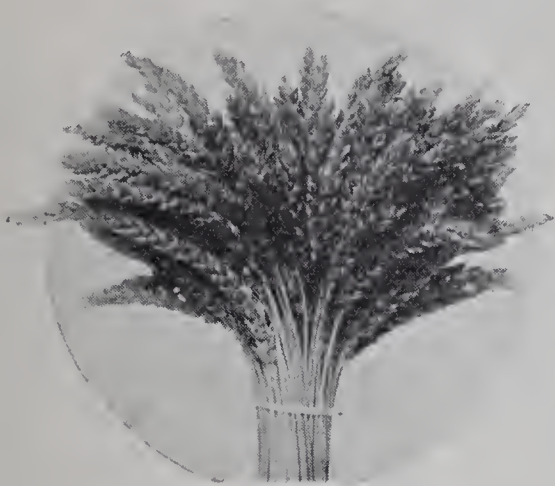
OATS—Write for prices.

Iowar White

Russian Yellow







Kanred Wheat

## Nitragin Legume Inoculator

All Clovers—	1/2 bu. size.....	\$ .60
	1 bu. size.....	1.00
	5 bu. size.....	4.75
Soy Beans—	1 bu. size.....	.40
	2 bu. size.....	.70
	5 bu. size.....	1.50
	10 bu. size.....	2.50

## Nodogen

### JELLY AND HUMUS DRY FORM

Inoculation for all Clovers, per bu.....	\$ .50
Inoculation for Soy Beans, per bu.....	.35
Inoculation for Soy Beans, five bushels.....	1.25

## Lawn Grass

IDEAL LAWN GRASS—1 lb. 35c, 5 lbs. \$1.50, postpaid.  
 Ask for prices on larger quantities.  
 WHITE DUTCH CLOVER—1/2 lb. 30c, 1 lb. 55c postpaid.  
 Ask for prices on larger quantities.  
 KENTUCKY BLUE GRASS—35c per lb. postpaid. Ask  
 for prices on larger quantities.  
 RED TOP GRASS—35c per lb. postpaid.



Iowar White Oats

## Notice!

### OUR MOTTO—PROMPT SERVICE

Remember when you place your order with the  
 ROCHELLE SEED CO. for garden and flower seeds, your  
 order will be filled and mailed to you the same day we  
 receive it.



Have a Beautiful Lawn—Sow Rochelle Quality Seed



# DU BAY SEED DISINFECTANTS

**CERESAN**—A dust disinfectant for Wheat, Oats, Barley and certain other cereals. 8-oz. tin 50c, 1-lb. tin 75c, 5-lb. tin \$3.00, 25-lb. pail \$12.50, 100-lb. drum \$49.00, 300-lb. drum \$144.00.

**SEMESAN**—A general disinfectant for many vegetable and flower seeds or bulbs, and certain plant diseases. 2-oz. tin 50c, 1-lb. tin \$2.75, 5-lb. tin \$13.00, 25-lb. pail \$56.25, 100-lb. drum \$220.00, 300-lb. drum \$645.00.

**SEMESAN JR.**—A dust disinfectant for Seed Corn. 4-oz. tin 50c, 1-lb. tin \$1.75, 5-lb. tin \$8.00, 25-lb. pail \$31.25, 100-lb. drum \$120.00, 300-lb. drum \$345.00.

**SEMESAN BEL**—An instantaneous dip disinfectant for Seed Potatoes. 4-oz. tin 50c, 1-lb. tin \$1.75, 5-lb. tin \$8.00; 25-lb. pail \$31.25, 100-lb. drum \$120.00, 300-lb. drum \$345.00.

DU BAY SEED DISINFECTANTS are poisonous and owing to present Postal Regulations cannot be sent through the mails but must be sent by express or freight.

**PHENOL**, the best known animal germicide. As a healing powder it has no equal. 1-lb. can 25c, 25-lb. pail \$3.50, 100 lbs. \$7.00.

**WIZARD BRAND SHEEP MANURE**—Prices postpaid. 2-lb. carton 20c, 5-lb. carton 35c, 10-lb. carton 65c, 25-lb. bag \$1.00, 50-lb. bag \$1.90. Packages called for at Seed House or sent by freight at the following prices: 25-lb. bags 70c, 50-lb. bags \$1.35.

**VIGORO**—Specially prepared plant food. 25 lbs. \$1.75, 50 lbs. \$3.00, buyer's expense.

**WE HANDLE ARMOUR'S BIG CROP COMMERCIAL FERTILIZER.**  
Ask for prices.

**SODIUM CHLORATE**—For extermination of Canada Thistle, Quack Grass, Wild Morning Glory, Poison Ivy and Burdock. Ask for prices.

BARBAK	
Prices for Barbak 111	
Super Corn Seed	
Disinfectant	
4 oz. ....	\$ .50
1 lb. ....	1.75
5 lbs. ....	8.00
25 lbs. ....	31.25
100 lbs. ....	120.00
300 lbs. ....	345.00

25c  
COUPON

25c  
COUPON

## Profit Sharing Coupon

Worth 25 Cents on All Orders of \$2.00 or Over

IF YOUR ORDER FOR

## Vegetable and Flower Seeds

Amounts to \$2.00 or Over Deduct 25c for this Coupon

For this Coupon and \$1.75 you may select Vegetable or Flower Seeds to value of \$2.00

Be sure to enclose this profit-sharing coupon with your order if you deduct the 25 cents

This Coupon is Also Good if Presented at Our Store

Rochelle Seed Company

ROCHELLE, ILLINOIS

25c  
COUPON

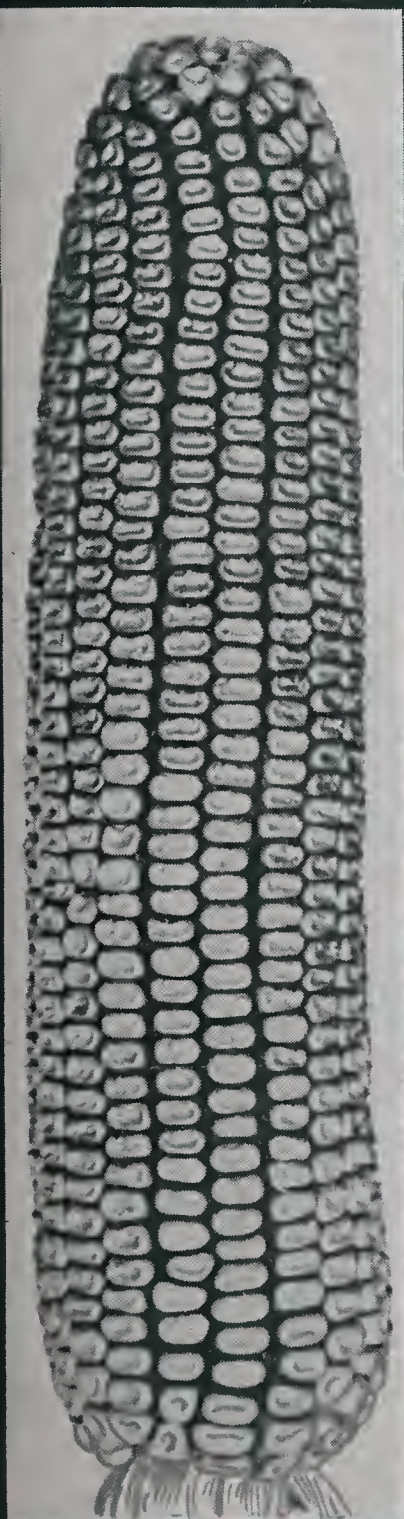
25c  
COUPON





### Get Our Prices on Field Seeds and Grasses

We are wholesalers and retailers of clover seed of all kinds, including timothy seed, soy beans, wheat, corn, oats, barley and rye. You will do well to obtain our prices before buying elsewhere and if you have any of the above will do equally as well to get our prices on same, as we pay top prices on seeds and grain at all times, quality considered.

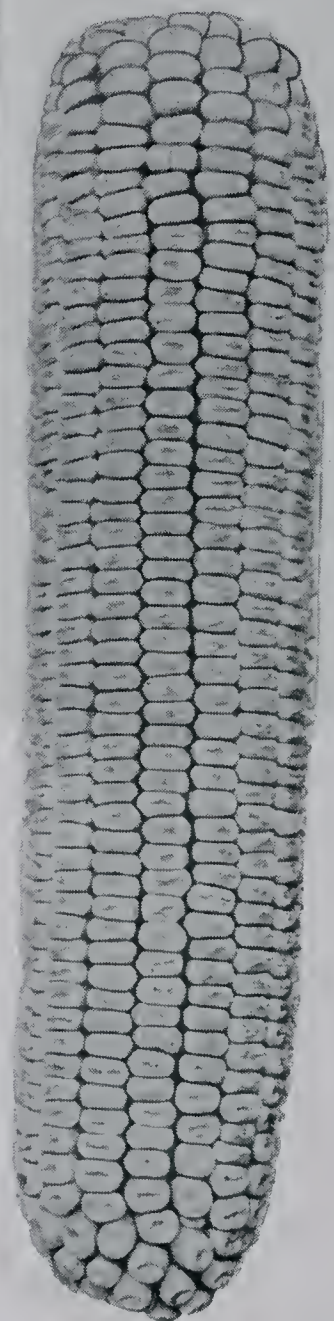
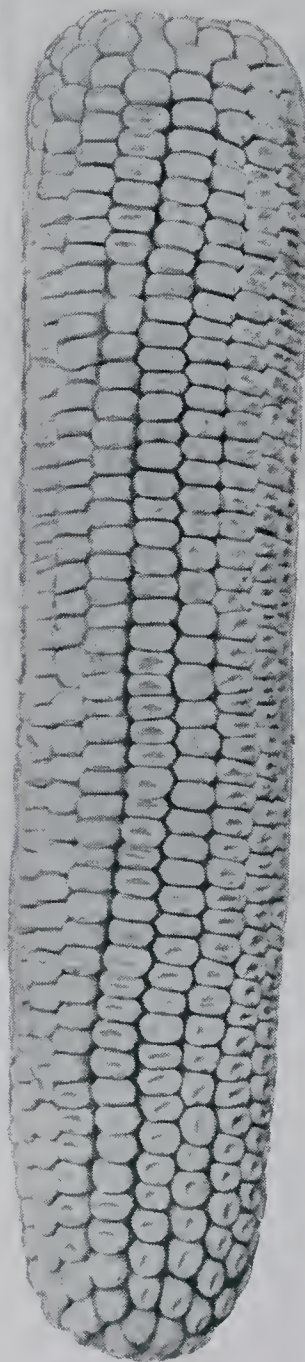
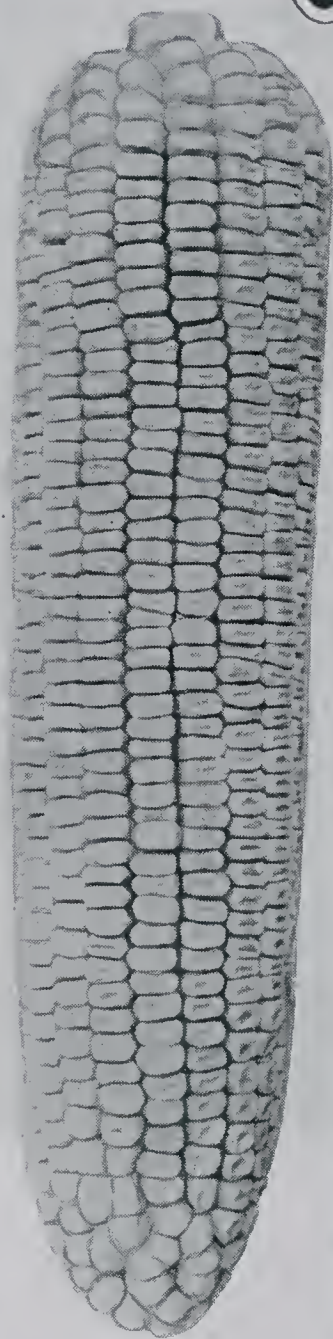
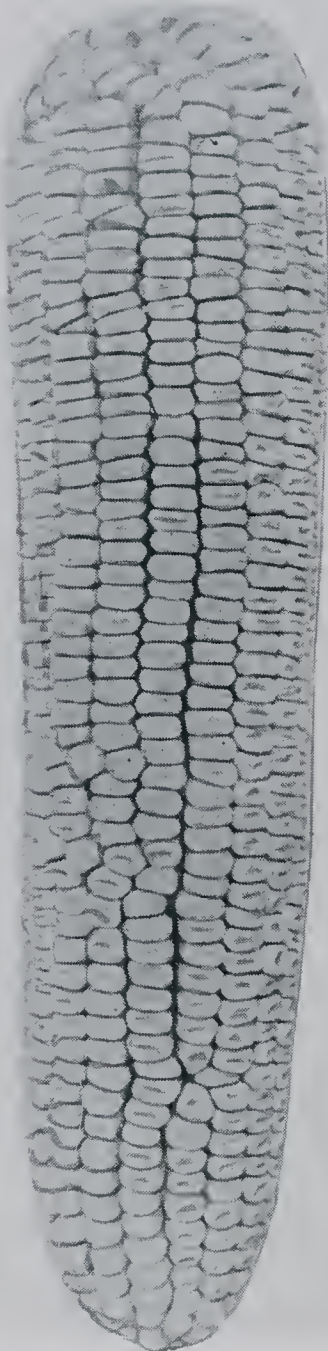




# FIELD AND GARDEN

# SEEDS

**YOU CAN  
RELY ON**



**We Specialize in Seed Corn**

See Pages 13-17